



ENERGY STAR[®] Award Application: Excellence in Home Improvement

General Instructions

Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. The ENERGY STAR awards recognize superior technical accomplishments, public education, and ENERGY STAR promotional efforts that result in substantial energy and cost savings and a cleaner environment. Award winners will be recognized at the ENERGY STAR Awards Ceremony on March 15, 2005 in Washington, DC.

All organizations participating in ENERGY STAR are encouraged to apply for a 2005 ENERGY STAR Award. To be considered, an organization must meet the specific eligibility requirements in the award application and **submit a complete application package by December 15, 2004**. Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.

Eligibility: Excellence in Home Improvement

ENERGY STAR state and regional energy efficiency program sponsors, utility, or retailer partners are eligible for this award.

Application Instructions

- Complete and submit an application package for **each** of the ENERGY STAR awards that you are applying for.
- Make sure that you respond to all of the award criteria specified in the application that you are completing. **Please do not exceed the page limitation specified in the award application (this does not include samples and collateral materials).**
- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark).
- Provide specific information about your efforts and materials developed in 2004. While planned activities for 2005 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.
- **Organization Logo** - Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a size of 4 inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
Summary of Accomplishments - Please provide a brief overview (**no more than 300**

words) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.

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Application Submissions

- For each award that you are applying for, provide **one complete hard copy** of your entire application package, including the application form, responses to awards criteria, samples, collateral, and supplemental materials.

In addition, please send (via e-mail) an **electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** to the ENERGY STAR Awards Coordinator, Karen Schneider, at: schneider.karen@epa.gov. Please do not forward supplemental materials via e-mail.

- **All hard copy and electronic applications must be date marked/postmarked no later than December 15, 2004. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.**
- **Send completed applications to the appropriate address below.** It is highly recommended that overnight or two day delivery be used to avoid potential delays and damage due to enhanced security screening of standard mail to government facilities. **Do**

NOT fax application packages or sample materials, as they will not be accepted.

Via US Postal Service:

Karen Schneider
US Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Karen Schneider
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9752

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Karen Schneider, at (202) 343-9752 or schneider.karen@epa.gov.
- **Notification:** You will be notified by January 31 on the status of your application.

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Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2005 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: Excellence in Home Improvement Application

Description: This award recognizes the ENERGY STAR partner (state and public funds administrator, utility, or retailer) who has demonstrated a broad and strategic commitment to improving the energy efficiency of homes in 2004.

Criteria: Criteria for evaluating this award are listed below. Candidates for this award should prepare a brief narrative of no more than **two pages** (not including the General Information section) and may include samples of specific promotions, advertisements, or other activities implemented in 2004. These sample materials will **not** count toward the two-page limit.

Partner efforts may include design and implementation of comprehensive whole house programs (such as Home Performance with ENERGY STAR), residential product promotional activities, and employee or vendor education campaigns that emphasize whole house or system improvements (ENERGY STAR Home Sealing, HVAC Systems). Examples of whole house or system program elements include consumer educational campaigns, contractor training, certification and capacity building, financing and other efforts aimed at effective residential home improvement market transformation and delivery of energy savings to consumers. Strategic vision statements as they relate to ENERGY STAR or energy efficiency in homes are of interest to EPA, including discussion of planned activities for 2005, but the focus of the application should be on programs and activities engaged in during 2004.